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UNIVERSITI SAINS MALAYSIA

First Semester Examination  
Academic Session 2006/2007

October/November 2006

**HET 321 – WRITING FOR PROFESSIONAL PURPOSES**

Duration: 3 hours

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Please check that this examination paper consists of FOUR pages of printed material before you begin the examination.

Answer any THREE questions.

1. Poor use of words and bad organization are barriers to effective written communication. Evaluate this statement with reference to informational business reports.

[100 marks]

2. Answer [a] and [b].

[a] Explain the approach that one should use when writing persuasive messages.

[b] You are the Sales Manager of a sports goods retailing company. You have noticed from your records that several customers who used to be regular in placing orders have not done so for more than a year. Write a letter to all these customers with the aim of reviving their dealings with your company. You may add relevant details in the letter.

[100 marks]

3. Explain four principles of good business writing and evaluate the effectiveness of the request letter below by applying the four principles.

[100 marks]

M. KARIM & BROS PTE LTD  
25 Kallang Road  
Jelutong 11600  
PENANG

15 September 2006

Mr. Kevin Tan  
22 Maria Lane 115695  
SINGAPORE

Dear Mr Tan

**Invoice No. 2354-K**

According to our accounts, the above invoice, dated 3<sup>rd</sup> March 2006, a copy of which is enclosed, has not yet been settled.

In the past you have always been prompt in the clearing of your accounts with us. We assume in this case that you have overlooked the matter and expect to receive your remittance of RM2459 in due course.

If your remittance is already in the post, please disregard this letter.

Yours sincerely

M.Karim

4. Answer [a] and [b].

[a] Describe four psychological factors that must be considered in writing bad news messages.

[b] You are the manager of an electrical shop. Your company has just received the following letter:

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20 Perak Road  
40123 Ipoh  
Perak

10 August 2006

Excel Electric  
Lot 12 Mega Mall  
Jalan Bahru  
14000 Penang

Dear Sir

Just over a year ago, I purchased a washing machine (model number S203E) from your premises.

For the last six months, the machine had given me a lot of problems. It is noisy and sometimes there is a strong smell of burning.

These conditions are totally unacceptable. I request that you either refund the purchase price of RM1500 or supply me with a replacement.

Yours sincerely

S. Valloo

As the warranty period has expired, you are not able to entertain Mr. Valloo's request. Write an effective reply letter to Mr. Valloo conveying the bad news. You may include relevant details.

[100 marks]

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